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Through Israel
WITH A CAMERA
IN YOUR HAND
will help you remember
the beautiful sights you've
seen.
For cameras (and
free instruction) go to



Today's Postbag

THE WEATHER
FORECAST: Partly cloudy to
cloudy; light showers during
morning in North and Central
parts of country.

OUTLOOK FOR SABBATH:
Partly cloudy.

Mr. Casan: a B C D
Tiberias: 50 8 26 34
Haifa Port: 57 16 21 26
Nazareth: 50 17 22 21
Tel Aviv: Kirya: 52 17 20 21
Haifa Port: 58 18 20 20
Lydda Airport: 54 19 21 15
Jerusalem: 50 9 16 15
Beersheba: 56 12 20 21
Eilat: 57 17 26 21

* A humidity of 80% B) Mi-
sionary: C) Maximum re-
sults D) Maximum temp. ex-
pected today.

ARRIVALS

Mr. Theodore Kollek, Direct-
or-General of the Prime Min-
ister's Office, after a five-
week mission to the U.S.; Dr.
Avraham Berman, Chairman of
the Anti-Fascist Fighters
League from Paris; Dr. E.
Schneid, after three years of
service as chief engineer with
the Israel Purchasing Mission
in Cologne; Mr. Bernardo Co-
cabel, television and radio
manufacturer in Brazil; Mr.
Yosef Adler, Director of the
United Israel Appeal.

DEPARTURES

Archbishop George Haim, head
of the Greek Orthodox
community in Israel, for a
month's visit to Europe; Mr.
Avraham Berman, Chairman of
the Jewish Board of Deputies
in Great Britain and of the
British Zionist Federation
after participating in the
Zionist Congress (by Air
France); Mr. P. Williams,
Hon. Treasurer of the British
Zionist Federation, after a 10-
day visit to London; Mr. H.
Wood, after attending the
dedication of Ganesh Zvi, a
village near Ramatayim, in
memory of her husband Ken-
wood (by El Al); El Al Zvi
Ayalon, former O.C. Central
Command, on a two-month
study mission to the U.S.; Mr.
Yosef Shochat, M.A., Aus-
tralia and New Zealand
behalf of the United Israel
Appeal; Mr. Ephraim Bin-Di-
vitor-Goren of Kaisers-Fra-
ser, Tel Aviv; for Burma; Mr.
Mordechai Kidron, Depu-
ty Israel Delegate to the U.N.,
New York; Mr. R. Levin,
Chairman of the Israel Pe-
riodicals Publications associa-
tion, for Copenhagen.

AN EXHIBITION of models
of "illegal" immigrant ves-
sels, "Shoah" ships, fishing
boats and seaplane paintings
opened at the Salleurs
House, Mr. M. F. Fuchs, Haifa Chairman of the Mar-
itime League yesterday after-
noon.

**

55 IMMIGRANTS from Tur-
key arrived in Haifa in the
Kades yesterday. Thirty
of them were sent to the
Adana port near Beil
Lidid and the others joined
relatives.

**

THE INAUGURATION of the
HaYim Greenberg Semin-
ary for Teachers in the
Diaspora, 12 Rehov Reuven,
Jerusalem, has been post-
poned till 8 p.m. on Monday.

**

A MEETING of the full
Executive of the World Hev-
ew Union will be held at
the Touring Club in Talbiyah,
Jerusalem, on Tuesday at
8 a.m. and not on Monday
evening as previously an-
nounced.

**

ENTREPRENEURS in the
Isimr trade fair in August have
agreed to present to the Central
Committee on Fairs and
Exhibitions a list of the
goods they wish to export to
Turkey in connection with
the Fair. The address is 13
Rehov Montefiore, Tel Aviv,
telephones 6361 and 4442.

Hilde & Oscar Hirschmann

invites their family and friends
to the
BAR MITEV of their son
Michael
Reading of the Torah on Saturday, May 12, 1956.
In the Head Shulav Zion Synagogue, 97 Ben Yehuda Rd.,
Tel Aviv, at 8 a.m.
A reception will be held at their home, 58 Rehov Shalom
Aichem, from 11:30 a.m.-2 p.m.
THIS IS THE ONLY INTIMATION

Members of Taxi Rothschild, Tel Aviv
deeply mourn the death of their colleague
David Biener
and express their sympathy to the bereaved family.

On the thirtieth day after the death
of my late husband, our father

Rudi G. Ticho

A MEMORIAL MEETING
will take place at the graveside,
on Monday, May 7, 1956

Bus will leave for Har Hamonim at 4 p.m. from the
Office of Jacob Japhet & Co. Ltd., corner of Rehov Ben
Yehuda and Rehov Mordechai Ben Hillel.

In the name of the family:
Alice Ticho

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World Celebrates Centenary of Birth of Sigmund Freud

The Man Who Emancipated Man from Himself

The Jerusalem Post marks the 100th anniversary of the birth of Sigmund Freud, which will be celebrated on Sunday, with a series of articles on the impact of the man on our civilization. The first three have been specially written by Dr. Harry Edelstein, author of several works on psychiatry, who has just arrived in Israel as Psychiatrist Consultant for Youth Aliya.

By H. EDELSTEIN

By this his centenary year, Freud has become a household word — even to a popular adjective: Freudian. Many may not be too clear just what it stands for, beyond that it has something to do with sex complexes; but it is all above board these days, and to be a Freudian analyst is a comfortable occupation. It was not always so, and only now that the bitter and violent controversies have died down is it possible to make a rational assessment of Freud and his contribution to psychological medicine and psychology in general.

It is one of the measure of the magnificence of his work that so many of his original discoveries have passed into current thinking: repression and the unconscious, complexes (a term first suggested by Jung, I believe) and wishful thinking, regression and fixations, ambivalence, mental conflict and all the rest.

More technical terms, too, are handled about freely: libido, id and ego and super-ego, sadism and masochism, the Oedipus and castration complexes, and all the theory of infantile sexuality. Freud's analysis of the significance of our sexual life is a masterpiece in itself.

All these have a freshness that makes them very much alive and it is hard for us to recapture the 19th century world in which they came to light. To see them in proper perspective we must go back to their historical origins and trace out the steps which Freud almost unperceived, created and worked out the system, now called psychoanalysis.

During the years when Freud was developing his system he was a practising physician seeking to cure his patients; first for an academic career in physiology, but circumstances were against him. (Had he succeeded there would have been no psychoanalysis!) He then turned to neurology and did valuable work in this field, notably on children's paroxysms.

Being finally compelled to go into private practice as a specialist in neurology, he found, like many another since, that most of his patients were neurotic. The current fashion, in line with the mechanics of their assimilation, was to treat the illness with a variety of forms of electrotherapy, but an acutely self-critical mind like Freud's was soon disinterested both with the method and its negative results.

Chimney Sweeping

The story continues with his visits to French clinics and his interest in their use of hypnotic suggestion. Here again, the limited results left him dissatisfied. So followed his association with an older physician, the friend, Joseph Breuer, in the treatment of what has become the classical case of hysteria, Anna O. and how, when she was made to talk in the hypnotic state about her disagreeable feelings, she was the better for it. This was the beginning of the famous "curing by 'chimney sweeping'" the patient called it; now known as the cathectic method.



Secondly, in the process of the discovery and elaboration of this technique, and in ruthlessly following up its consequences, Freud did more for psychology than all the armchair speculations of all the philosophers since the days of the Greeks. As for psychological medicine, the Freudian Era has been dubbed by Zilboorg "The Second Psychiatric Revolution." Psychiatry can never be the same again; whether one agrees or disagrees with Freudian theory and practice, the orientation of the psychologists must be taken into consideration.

Psychological Origin

Freud was established once and for all the psychological origin of many illnesses—and that they could be cured by psychological means. There are doubters and sceptics to this day, but the results when all else has been tried and failed, are bound to be convincing.

Up to this point, opposition to Freud's work had been largely academic. The real storm broke over his head when he began to publish the contents of his unconscious, as he found out. Today, when the sexual nature of many complexes is common gossip, we can hardly

forget that Freud's work had been largely academic. The real storm broke over his head when he began to publish the contents of his unconscious, as he found out. Today, when the sexual nature of many complexes is common gossip, we can hardly

HOW THE LEBANESE GROW RICH

By H. L. LEHRMAN

BEIRUT.—Little to sell except scenery. Mass purchasing power is low because of primitive industrial development and misdistributed to the few. Mainly export (not counting hashish), sales of which grow steadily in the Bika valley) is agricultural produce.

The Arabian-American Oil Co. (ARAMCO) reportedly spends over \$100,000 yearly for plantations of Lebanon lemons, apples, oranges, fruit, fresh and twice weekly to its parched, vitamin-hungry staff of 5,000 at Dhabra.

The country has an exportable surplus of cement, but no coal, no iron or other mineral resources worth mentioning. All the fuel and cement it consumes is imported. Its manufactured goods, mainly export (not counting hashish), sales of which grow steadily in the Bika valley) is agricultural produce.

Intricate Profits

Large source of revenue is Beirut's foreign commerce. This is as intricate as a Byzantine conspiracy. Only a relatively small part is absorbed in the Lebanon's market. Most of the goods come directly through to Syria, Jordan, Iraq and even points beyond in the remote Arabian peninsula. These comprise Beirut's expanding hinterland, a long, have-not world now waking up to the joys of safety nets, radios, aluminum pots and automobiles. Another category of goods, pouring into a "free port" in Beirut, has no address at all. If it is raw materials, it may be processed; if not, it is sold as is. A Jesuit press in Beirut prints commercial forms, magazines and books widely distributed in the Arab world on a free paper.

Nevertheless, tourists and trade continue increasing to the point into Beirut. Its

splendid harbour on the eastern edge of the Mediterranean gateway for commerce to the Middle East, as Cairo and Alexandria open the door to the world now waiting up to the point of safety nets, radios, aluminum pots and automobiles. Another category of goods, pouring into a "free port" in Beirut, has no address at all. If it is raw materials, it may be processed; if not, it is sold as is. A Jesuit press in Beirut prints commercial forms, magazines and books widely distributed in the Arab world on a free paper.

But why the sudden rush of rich? The immediate cause is a chain of natural events all outside the Lebanon, all unrelated.

ON such event was the Arab blockade and boycott of Israel, which has made Haifa and Lydda almost as remote for many Westerners as ever.

With Israel isolated, Beirut has seized the keys to the Holy City. And with Egypt cut off because Israel lies between, Beirut has also become the undisputed commercial and communications center for the eastern Arab hinterland.

Christian Beirutians have forgotten their wartime fears that Moslem armies victorious over Israel might turn next against the Lebanon, but the Moslem migrants to North and Latin America send home remittances which largely redress the motherland's chronically lopsided trade balance. (Brazil's biggest cotton operator is a Lebanese banker, also a Christian.)

With a kinsman in every port, the Beirut manipulates

its new importance to discovery from the air, and the expanding needs of global aviation. Cairo was once the center of Western commerce, but Beirut is vague on whether it was the German Hjalmar Schacht or the Belgian Paul van Zeeland — reported to have surveyed the Lebanon's trade structure as a government minister a few years back. His recent memorandum: "I do not understand what you are doing or how you do it. But, whatever it is, keep on doing it."

CARRYING a business under one's belt has disadvantages, however. The Beirut is the victim of his own genius. Quick at mental arithmetic, he is allergic to blueprints and planning. He distrusts all his associates, because they may be as smart as he is. He banks his own money abroad. He is even more so using techniques. Long-term projects bore him and baffle him. He is happy only with fast turnover and fat profit.

That is why the boom has provoked little industrial expansion or development of new needs like communications or power. It explains why land values have soared vastly higher than production. The goal is quick payoff, not growth or steady income.

hotels are operated to be sold rather than occupied. The builder-owner of the Excelsior, which opened a year ago, spent over \$100,000 on swank. He could have cashed in before six months for a 50 percent gain but is waiting out the year. Meanwhile, maintenance is shamed to the bone.

FROM HAIFA AIRPORT

MON. May 1 2:30 CYPRUS

TUE. May 2 2:30 CYPRUS

WED. May 3 2:30 CYPRUS

THU. May 4 2:30 CYPRUS

FRI. May 5 2:30 CYPRUS

FROM HAIFA PORT

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WED. May 3 2:30 CYPRUS

THU. May 4 2:30 CYPRUS

FRI. May 5 2:30 CYPRUS

THE JERUSALEM POST

Burma is Israel's Friend in Asia

TWO EIGHT-YEAR-OLD STATES HAVE MUCH IN COMMON

By TED R. LURIE

THE Government led by U

Nu in Burma has been

returned to power with a

strengthened majority. Before

last week's election it had been

fairly confident of its victory,

but nevertheless the Prime

Minister and the members of

his Cabinet conducted a very

active campaign up and

down the country during the

whole month of April. The

election season gave them a

good opportunity to review

what they have accomplished

in the eight years of Burma's

independence and to set new

targets for the next period

of development.

When an Israeli speaks of

eight years of independence

he cannot help drawing

obvious parallels, and it is

remarkable how much one

finds in common with an

isolated friend in this South-East

Asian country.

When this writer left To

kyo at the beginning of last

month to go to Rangoon, an

American friend in Japan

said: "You are going to visit

your Asian friend, but it

is the constant attacks contri-

buted without doubt to the

defensive rigidity which

was built into Freud's

work and which became

so pronounced from this time onwards.

At first Freud, after se-

parating from Breuer, had been

all alone in his work,

but at the turn of the century,

he gathered a number of like-minded fol-

lowers round him to form

Vienna Psycho-Analytic So-

ciety. Later, as the move-

ment spread to other countries,

there was established

The International Psycho-

analytic Association. Inevitably

in this large organiza-

tion there were differ-

ences of opinion; unfortunately

they often分歧ed into

several schools of thought

and schools of thought



ISRAEL INDUSTRIES EXHIBITION, HAIFA

Don't Miss It!

Open daily from 10 a.m. to midnight

Introduction to Israel's Industry

By YA'ACOV FRIEDLER.

IT takes at least two visits to walk around the Industrial Exhibition in Haifa and to have a brief glance at everything on display. It takes at least two visits to Haifa to see everything properly and to let its significance sink in.

The first thing that strikes you, especially when you are in Haifa at night, is the beauty of the general effect, with the three main exhibition halls on the left-hand side and, on the right, the 30 individual pavilions put up by the Government, the development companies, USOM, the Histadrut concern, and large private firms.

The exteriors of the Solel Boneh, Tami, Ben Gal and Neher pavilions cannot fail to impress by their designs, while the displays of USOM, Amudar, etc., Kaiser, Frazer, the Palestine Electric Corporation, Ata, Even Vaid and Shell succeed in holding attention by their skillful display of goods and products.

Even Vaid has succeeded in displaying its wares with cut resorting to diagrams, or writing explanations. The pieces of marble, raw and polished, from its quarries all over the country tell their own story. The huge sculpture of the quarryman and the giant ax (by Eliezer di Garceas) holding a 35-ton block of stone, together convey an impression of mass.

The ship, encrusted in black marble (also by di Garceas), is a perfect symbol of export.

Nor does the visitor have to look very hard to see what is in all about. Its handsome triangular tower of asbestos cement pipes is self-explanatory and demonstrates graphically how the pipes withstand pressure.

The Ata pavilion is easy to look at. Its display, starting with divided clothes and expert steps, tells the whole Ata story without superfluous words.

Shell too has an excellent visual display, with a working model of a city of the future running on oil fuel. Vul-



TAI by floodlight has the look of Fairyland. The thousands who have already visited the Fair have found it an eye opener on local industrial progress. Photo by Muchstock

can has used irrigation pipes to throw a fountain of water into various colored jets. The display is especially effective at night.

Kaiser, Frazer impresses by the range of vehicles it assemblies, from Vespas to lorries, and the proportion of Israel-made goods it uses in them, while the crowds are drawn by a display of many Vespa-like, sidewalk balance boards on a tight rope, never failing off despite her apparent lack of support.

Good Example

The USOM pavilion has added diagrams and photos to its most interesting display of its work in aid of Israel industry. The display of crabs, shrimps and frogs, swimming in an aquarium, and an attractive display of how vegetables and fish should be kept fresh by retailers, the pavilion is tastefully planned and itself a good example to follow.

Amudar has kept emphasis on its pavilion down to scaffolding and tarpaulin, but the display of Israel-made stoves is interesting.

The display of the two vehicles frolicking in a sandpit, though hold the viewer's attention.

The growth, far from being concentrated in the secondary industries, has spread over a wide field of new production. At the same time, the same learned associations have increased and increased its use of local raw materials, mineral resources as well as industrial crops such as cotton, while the basic industries were developed to work in diplomatic circles and help increase the French import of Israeli products.

It is estimated that since 1954, over IL 350m. have been invested in industrial development, 70 per cent of it coming from abroad. The Government-commissioned enterprises and development companies show their work in the field of basic industries, from quarries to fertilizers, the latter's value graphically illustrated by display by Petroleum and Chemicals of the size of plants when various

processes are added.

The Government pavilion is limited to stands, the live displays draw the greatest crowds. It is unfortunate that they are comparatively few. The rapid poster, actually working, is used; the working printing press, the chocolate wrapping machine in action; Mr. Klein blowing bubbles from a tower; demonstrations of sewing, machine embroidery, etc. The Tel Aviv stand which gives away ice cream and always surrounded by crowds.

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processes are added.

These years of long and

hard work are reflected in the main halls, where over 400 firms display in 10,000 sq. m. of space. The outstanding exhibits are to be found in Hall C with its show of metal products, machinery and parts, electro-technical and radio products, and a profusion of motors, appliances, fans and technical ships, including washing and drying machines, fans, technical goods and equipment.

Heavy machinery and processes, mainly for agricultural and building purposes are also to be seen, especially the rapid poster, actually working, is used; the working printing press, the chocolate wrapping machine in action; Mr. Klein blowing bubbles from a tower; demonstrations of sewing, machine embroidery, etc. The Tel Aviv stand which gives away ice cream and always surrounded by crowds.

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These years of long and

"Elite" Sweetens World Markets

TWO weeks ago, two well-dressed gentlemen requested an interview with the Israel Ambassador to France, on Rue de Wagram, in Paris. Their claim was that their business was urgent and could not brook delay. Embassy officials are accustomed to all sorts of people who demand interviews with the Ambassador. After some time, the gentlemen added to see one of the secretaries.

They explained that they represent the Elite Factory of Namur, in Flanders, and asked that pressure be applied on the Ambassador to have him forward to increase the factory's exports. They claimed that there is a great demand in France for their products, especially for chewing gum. But for unknown reasons additional shipments had not been received.

The secretary was relieved to learn that the company was not about the quality of the products. But the situation was unclear. The French pay for quality products and not for quantity. Could it be that Israel did not appreciate this good customer? The question was referred to Israel's ambassador.

The Elite management group that has been most interesting matter: during the first 100 days of the year, Elite had exported 2.5 million francs worth of chewing gum to France — more than was exported in all the 366 days of 1955. Elite's exports to France are 80% of the chocolate and 60% of the confectionary market in France.

The development of Elite is a classic example of ability and success. Next month Elite celebrates its 22nd anniversary. It was founded by eight investors from Latvia, six of whom had been manufacturers in this line in their native land. The initial investment was LP 2,000. Operations started with a team of 50 workers. Its success was quick and prosperous, and the quality products immediately acquired markets. Buildings were enlarged, equipment renovated, new workers hired, and the Company gradually took first place in the industry. In the 22 years of its existence the team of workers was multiplied by 12, and the turnover on the local market by 120. Elite manufactures 80% of the chocolate and 60% of the confectionary market in the country, and 80% of the export.

Few companies in Israel can boast about labour relations as Elite. A team of workers was created by the management, and the workers, and employees benefit from premiums and norms. These facts are obvious to the factory's many visitors, who comment on this in the guest book. One of the Government Ministers, Mr. Shlomo Ben Gurion, came to the factory and said: "Please continue to work in this way."

This firm, the largest of its

kind in Israel, was now marketing annually, and increases the amount of its exports. In 1954, 14 countries imported Elite products. By last year, 12 countries were importing Elite products and 3 additional countries had begun to buy Elite products during the first three months of this year.

Elite now exports to 22 countries. Exports increased from IL 220,000 in 1954 to IL 240,000 in 1955. Exports were principally to France, Germany, Italy, Switzerland, Sweden, Norway, and the United States.

TO LET to single person, furnished room, 35 Rothchild Blvd., Tel Aviv. On view: next Monday, 8-7 p.m. 2nd floor, right.

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